

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Previously Presented) A merchandising strip for displaying a plurality of discrete packages, comprising:

an elongated, narrow strip of plastic capable of supporting a plurality of discrete packages, said strip of plastic having a plurality of edges along a longitudinal axis, said strip of plastic having a first coated side and a second side; and a plurality of pre-shaped adhesive elements, said plurality of adhesive elements having an adhesive substance, each adhesive element capable of removably adhering to a discrete package of the plurality of discrete packages, said plurality of adhesive elements laminated on top of the surface of said second side of said strip of plastic, whereby the edges of said adhesive element are exposed above the surface of said second side; and

wherein the coating of said first coated side is substantially non-adhesive to said plurality of adhesive elements, whereby ease in rolling and unrolling said plastic strip along the longitudinal axis is enabled by said coated side and adhesive element combination.

2. (Original) The merchandising strip according to Claim 1, wherein said strip of plastic is clear plastic.

3. (Canceled).
4. (Previously Presented) The merchandising strip according to Claim 1, wherein said coating on said first side is comprised of silicone.
5. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a circular configuration.
6. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a rectangular configuration.
7. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a square configuration.
8. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a triangular configuration.
9. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a pentagonal configuration.
10. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have an oval configuration.

11. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a star configuration.
12. (Original) The merchandising strip according to Claim 1, wherein said strip has first and second ends and has a hole near one end of said strip, to allow said strip to be hung vertically for display.
13. (Original) The merchandising strip according to Claim 1, wherein said strip has first and second ends and has first and second holes, one such hole being near each end of said strip, to allow said strip to be hung vertically for display without regard to the orientation of any such packages attached to said adhesive elements.
- 14-21. (Canceled).
22. (Previously Presented) The merchandising strip according to Claim 1 wherein the plastic strip is positioned and arranged into a rolled state along the longitudinal axis of the plastic strip.
23. (Previously Presented) The merchandising strip according to Claim 22 further comprising a plurality of perforations disposed laterally across the plastic strip at a plurality of intervals along the longitudinal axis of the strip.

24. (New.) A merchandising strip for displaying a plurality of discrete packages, comprising:

an elongated, narrow strip of plastic capable of supporting a plurality of discrete packages, said strip of plastic having a plurality of edges along a longitudinal axis, said strip of plastic having a first coated side and a second side; and a plurality of pre-shaped adhesive elements spaced from the longitudinal edges of the strip, said plurality of adhesive elements having an adhesive substance, each adhesive element capable of removably adhering to a discrete package of the plurality of discrete packages;

wherein said plurality of adhesive elements are laminated on top of the surface of said second side of said strip of plastic, whereby the edges of said adhesive element are exposed above the surface of said second side; and

wherein the coating of said first coated side is substantially non-adhesive to said plurality of adhesive elements, whereby ease in rolling and unrolling said plastic strip along the longitudinal axis is enabled by said coated side and adhesive element combination.

25. (New) The merchandising strip according to Claim 24 wherein the plastic strip is positioned and arranged into a rolled state along the longitudinal axis of the plastic strip.

26. (New) The merchandising strip according to Claim 25 further comprising a plurality of perforations disposed laterally across the plastic strip at a plurality of intervals along the longitudinal axis of the strip.